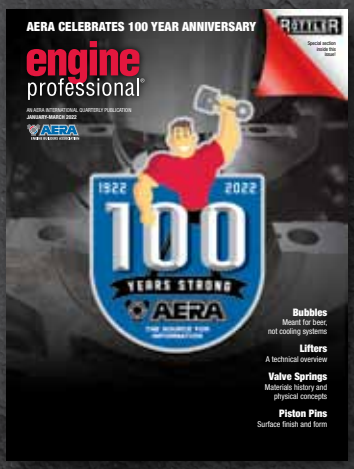
2023 MEDIA KIT

engine professional®



Get your advertising message directly into the shops that are building, rebuilding and installing engines professionally.

AERA®
ENGINE BUILDERS ASSOCIATION

AN AERA INTERNATIONAL QUARTERLY PUBLICATION

HIGHLY TECHNICAL.
APPLICATION-DRIVEN.

Uncovering critical information and sharing the knowledge
with engine professionals worldwide.

AERA®
ENGINE BUILDERS ASSOCIATION

THE SOURCE FOR INFORMATION

engine professional®

PROSIS PRO™
ENGINE SPECIFICATION SOFTWARE

Dear Aftermarket Professional,

AERA and **Engine Professional** invite you to take advantage of the value that the world's leading engine technical association has to offer in reaching engine professionals worldwide. We are very proud of our great reviews from advertisers and readers alike. Bringing technical information and advertising value to our industry remains our main focus because we know it's a priority of yours.

You deserve exposure to professionals who are looking for your products and services… you deserve response for your advertising dollars… you deserve these things with VALUE.

Engine Professional features application-driven, in-depth articles that uncover professional information. Our readership can't wait to receive each issue! In fact, our readers hold onto our magazine for reference, bringing your ads extra exposure, giving your advertising dollars maximum value. We mail over 14,000 copies each quarter to an audited list of engine professionals worldwide. Also, our magazine is published in a digital version on **engineprofessional.com** and your ads can be linked to your website, which allows for years of exposure!

Once again, in 2023, we are offering even more ways to reach the hardcore engine professionals that AERA and Engine Professional attract. These opportunities include:

- **Banner ads on AERA.org and EngineProfessional.com** — We have banner ads to fit all budgets on both websites. AERA.org collects over 11,500 page views per week!
- **Banner ads on ProsisPro.com** — Our online engine specification software available to AERA members only. These users purchase over a half a billion dollars in internal engine parts each year! What a great opportunity to link your parts lookup page directly to buyers who are in need of parts! You can use different URLs which allows you direct buyers to the specific landing page desired.
- **Banner Ads on our Tech Bulletin e-Blasts** — Each week we send out a tech e-blast which includes new technical bulletins to a list of over 8,000 engine professionals.
- **Marketplace Business Card Ads** — Our most economical option to advertise in Engine Professional and often allow you to test the waters, so to speak.

We would like to thank everyone who helped make 2022 a huge success for Engine Professional and hope you continue to capitalize on the value we offer. Please review our **2023 Ad Contract Special Offer** included with this mailing and take advantage of this unbeatable value! If you haven't advertised with us yet, we hope you give us a try this year and let us put some real value into your advertising budget. We are proud to be "The Source for Information" and even more proud to offer you the value you deserve.

We look forward to hearing from you soon!

Sincerely,

Jim Rickoff
AERA President
815-526-7343
jim@aera.org

Ron McMorris
Ad Sales
604-644-2578
ron@aera.org

engine professional magazine

Get your advertising message directly into the shops that are building, rebuilding and installing engines professionally by advertising in **Engine Professional** magazine. Engine professionals worldwide will receive this full-color publication four times per year. Each issue will be filled with highly technical and application-driven articles from our staff of writers, as well as feature contributions from industry professionals.

- ★ Over 14,000 copies of each issue will be sent directly to an audited list of engine professionals comprised of engine builders; custom rebuilders; production rebuilders; heavy-duty, marine, industrial, motorcycle, Nascar, NHRA and sprint car shops.
- ★ Each issue also benefits from additional distribution at four or more of the major international automotive trade shows including: **ReMaTec** (Amsterdam, Netherlands); **Automechanika Frankfurt** (Frankfurt, Germany), **Automechanika Chicago** (Chicago, IL); **PAACE-Automechanika** (Mexico City, Mexico); **RUJAC** (Guadalajara, Mexico); **NACAT** (Detroit, MI); **AIMExpo** (Columbus, Ohio); **Big R Show** (Las Vegas, NV); **AAPEX** and **SEMA** (Las Vegas, NV); and **PRI** (Indianapolis, IN) — as well as all AERA Tech & Skills Regional Conferences held throughout the United States.
- ★ In addition to the print magazine, a digital version of every issue is published on **engineprofessional.com**. Contracted (4x) advertisers get a free link from their ad to their website.

editorial content

Every issue of **Engine Professional** will feature content based on these editorial topics:

- **Performance Engines**
- **Diesel Engines**
- **Specialty Engines** (restoration, marine, motorcycle, powersports/small engines)
- **Industrial Engines**
- **Engine Machining Practices** (including late model automotive engines)
- **Modern Machine Shop Management**

About two weeks before ad deadline, we will email all advertisers an “Ad Deadline Reminder” that will also feature a list of editorial for that issue.

engine professional®

Q1 Jan-Mar
Published in February
Ads due Jan 1

Q2 Apr-June
Published in May
Ads due Apr 1

Q3 July-Sept
Published in August
Ads due July 1

Q4 Oct-Dec
Published in November
Ads due Oct 1

ad rates, specifications and deadlines

Ad size	1X	Member Rate	4X	Member Rate
Full page	$2100	$1790	$1790	$1550
1/2 page	$1440	$1240	$1240	$1050
1/4 page	$1040	$890	$890	$790
Outside Back Cover	$4450	$4450	$4450	$4450
Inside Front or Back Cover	$2650	$2650	$2650	$2650
Marketplace Business Card Ad	N/A	$250	N/A	$225
Special Insert (4 or 8 pages)	call for price			

Ads run full-color at no extra charge.

★ **ABOUT THE MEMBER RATE:** As a membership benefit, AERA members receive an additional 15% discount on regular rates, as listed above. (Premium positions – outside back, inside front, inside back covers – are not discounted.) For details on how to join AERA, go to: **www.aera.org.**

Issue	Ad reservations due	Ad materials due
Q1 January-March	December 15, 2022	January 1, 2023
Q2 April-June	March 15, 2023	April 1, 2023
Q3 July-September	June 15, 2023	July 1, 2023
Q4 October-December	September 15, 2023	October 1, 2023

SPECIAL INSERT

Special inserts are available in 4-page or 8-page formats. This unique design ensures the reader sees it, pulls it off and takes a look. Whether your goal is to highlight sale items or introduce new products and services, this is a piece that your customers won't miss. Special inserts are slightly smaller than size of the magazine.

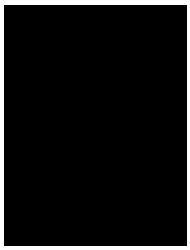
• **Specs: 7.625"W x 10.875"H + 1/8" on all sides for bleed. Call for pricing.**

NOTE: Special inserts are also published in the digital version of the magazine.

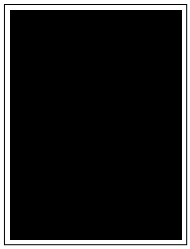
MARKETPLACE BUSINESS CARD ADS

For AERA members only. Advertise your business card in this special section at the back of the magazine. 1x rate is $250 and 4x rate is $225. Full color at no extra charge.

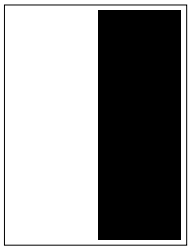
• Download the Marketplace Ad Form at **engineprofessional.com**



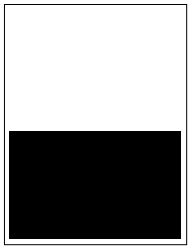
Full Page (bleed)
8.25" x 10.875"
+ 1/8" bleed
(keep live matter
1/2" from trim)



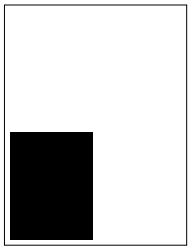
Full Page
7.75" x 10.375"



1/2 Page Vertical
3.75" x 10.375"



1/2 Page Horizontal
7.75" x 4.875"



1/4 Page
3.75" x 4.875"

digital ad production requirements

Printing: 4-color process, 150-line. **Magazine trim size is 8.25" x 10.875".** Bleed is only permitted on full pages and cover premium positions (outside back, inside front or inside back). If you are submitting a full page ad with bleed, please remember to keep live matter 1/2" from trim size on all sides!

Electronic files only. All files must be submitted as a single page, high resolution **PDF file**.
All fonts must be embedded. Color must be sent in CMYK format. Color accuracy is the responsibility of the advertiser and will be held to SWOP standards.

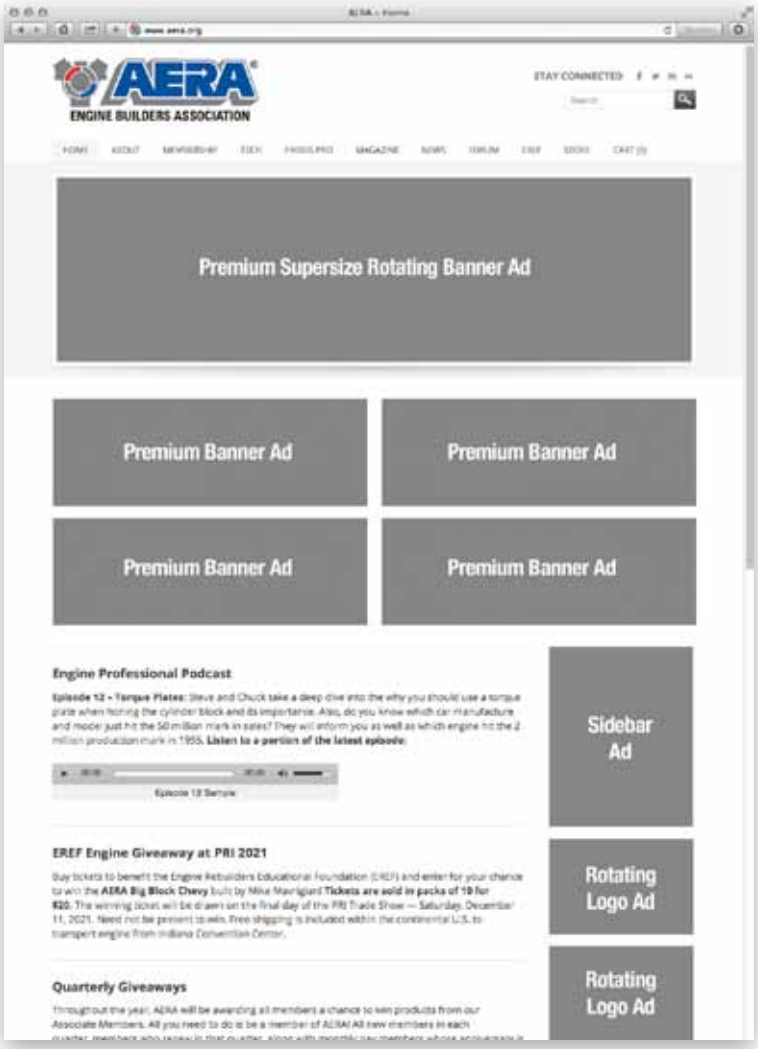
Email ads to: maria@aera.org

Files too large to email can be uploaded to our FTP server:
hostname: **ftp.aera.org**
username: aera_ads@aera.org
password: ads4aera!

NOTE: Please send an email to **maria@aera.org** after the file has been successfully uploaded.

AERA.org

Over **11,500 page views per week** which means someone has viewed an entire page, including all text and images.



Premium* Supersize Rotating Banner Ad (888 x 258) – Premium position, large 888 x 258 size with link to URL, front and center at the top of the AERA.org home page. Rotates on timer (not page refresh). Ads rotate with AERA promotional artwork. PNG, JPG or GIF (static image only, no animation) **$1000/month**

Premium* Banner Ad (440 x 150) – Only 4 spots available! Non-rotating, near the top of the page, 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **$600/month**

Sidebar Ad (200 x 250) – Non-rotating ad positioned on the right hand sidebar of the AERA.org home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **$400/month**

***NOTE:** "Premium" ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are contracted (4x) advertisers in Engine Professional magazine.

Rotating Logo Ads (160 x 110)

Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts
ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.
Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. **$200/month**

EngineProfessional.com

Over **5,000 page views per week** which means someone has viewed an entire page, including all text and images.

Premium* Rotating Banner Ad (440 x 150) – Premium position at the top of the EngineProfessional.com home page. Rotates on page refresh. 440 x 150 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **$500/month**

Sidebar Ad (200 x 250) – Non-rotating ad positioned on the right hand sidebar of the EngineProfessional.com home page. 200 x 250 pixels with link to URL. PNG, JPG or GIF (static image only, no animation) **$300/month**

Ad Link in digital version of Engine Professional – In addition to the printed version of Engine Professional, we also publish a digital version. Your ad in the magazine links to your website or any URL you specify. **$200/issue**
NOTE: Free to contracted (4x) advertisers.

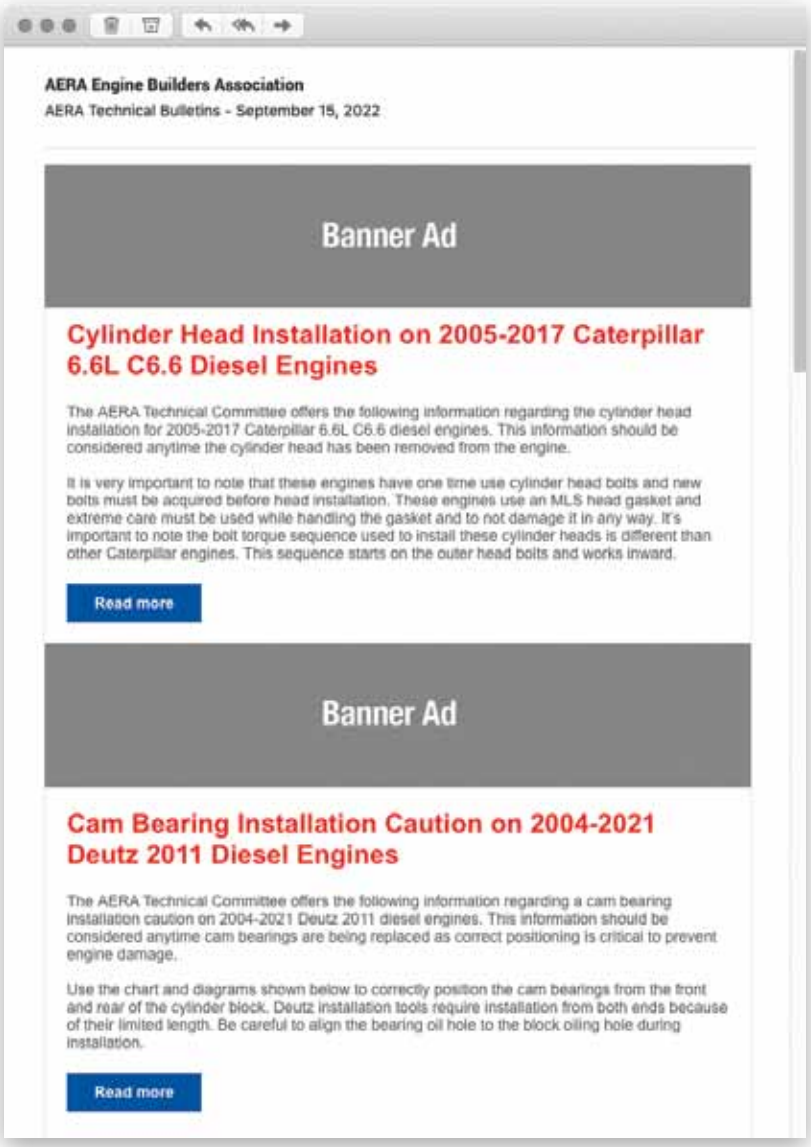
***NOTE:** "Premium" ads on AERA.org and EngineProfessional.com are available exclusively to AERA members who are contracted (4x) advertisers in Engine Professional magazine.

Rotating Logo Ads (160 x 110)

Rotating Logo Ads on AERA.org, EngineProfessional.com and Weekly Tech Bulletin eBlasts
ONE file @ 160 x 110 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.
Rotates on AERA.org, EngineProfessional.com and our weekly Tech Bulletins. **$200/month**

Weekly Tech Bulletin eBlast Banner Ads (640 x 130)

Banners will rotate positions every week on our widely read Weekly Tech Bulletins.
640 x 130 pixels; PNG, JPG or GIF (static image only, no animation) with link to URL.
Sent every week to a list of over 8,000 names. **$400/month**



AERA Customized Email Marketing Campaigns

Let AERA help you with your email marketing campaign! We can design and mail a customized message to our mailing list with your branding and message. **Please Note:** This special service is only available to AERA members who are contracted (4x) advertisers in Engine Professional magazine. **Call to inquire about pricing.**

PROSIS PRO™
ENGINE SPECIFICATION SOFTWARE

13000 ENGINES

PROSIS PRO Advertising

Advertising on the PROSIS PRO online software can link you directly with shops that currently purchase over a half billion dollars in internal engine parts annually. These users are looking up engine and parts specifications daily to machine engine components. What a great opportunity to link your parts lookup page directly to buyers who are in need of parts! Your banner ad on the Dashboard and Parts Page can have different URLs. This allows you to direct buyers to the specific landing page desired. You may want them to land on your home page if connected from the Dashboard. In adddtion, if they connect from a parts page, we can link them directly to a specific parts section of your site by manufacturer. Now that is target marketing at its finest!

PLEASE NOTE: Advertisers on PROSIS PRO must be AERA members who are contracted (4x) advertisers in Engine Professional magazine.

PROSIS PRO Rotating Banner Ad (325 x 150)

Ad on both Dashboard Page and Parts Page. Links to URL, can have different URL on Dashboard and Parts Page.
Rotates on page refresh. 325 x 150 pixels.
PNG, JPG or GIF (static image only, no animation) **$500/month**

AERA®
ENGINE BUILDERS ASSOCIATION

engine professional®

PROSIS PRO™
ENGINE SPECIFICATION SOFTWARE

Advertising Sales	**Ron McMorris**	604-644-2578	ron@aera.org
	Jim Rickoff	815-526-7343	jim@aera.org
Circulation	**Amanda Goyette**	815-526-7344	amanda@aera.org
Payment & Membership	**Karen Tendering**	815-526-7346	karen@aera.org

Please send ad artwork to

Email: maria@aera.org

For files too large to email, please use a file transfer/ sharing service (WeTransfer, Dropbox, Google Drive, etc.) or the AERA FTP server:

hostname: **ftp.aera.org**
username: aera_ads
password: ads4aera

NOTE: Please send an email to **maria@aera.org** after the file has been successfully uploaded.

HIGHLY TECHNICAL. APPLICATION-DRIVEN.

Uncovering critical information and sharing the knowledge with engine professionals worldwide.

ABOUT THE PUBLISHER

The Engine Builders Association (AERA) is a network of professional engine builders with the expertise and connections to provide you with technical information and answers you need, when you need it. With a national and international membership that includes members from over 40 countries, AERA has delivered technical information to engine builders for over 90 years. AERA provides toll-free technical support from certified Master Engine Machinists, technical bulletins that you cannot get from any other source, and engine specification software called PROSIS PRO. This time-saving software gives you access to engine specs for over 13,000 engines from hundreds of manufacturers, covering a wide variety of applications.

AERA is the source for engine information.

AERA / Engine Professional magazine
875 Feinberg Court, Suite 106, Cary, IL 60013 U.S.A.
Phone 815-526-7600 or 888-326-2372 / Fax 815-526-7601 or 888-329-2372

aera.org
engineprofessional.com